1. *Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?*

The Kickstarter campaigns range in a variety of categories from film and television, to podcasts, to music events, to technology hardware and space exploration. Every category has seen its share of failures and successes. Conclusions which can be drawn from these Kickstarter campaigns are following:

1. There were a total of 4,114 campaigns. Of the total campaigns, 1,530 (37%) failed; 2,185 (53%) were successful, and 349 (8.5%) campaigns were canceled.

2. The highest goal amount for a successful campaign was for $400,000, in the technology/hardware category for an AR/VR system. This campaign had the next to highest backer amount, and was a staff pick. Of the successful campaigns, theater comprised a bulk of the success with 839 or 38% success rate, music with 540 or 25% success rate, and film & video with 300 or 14%. These may be areas that investors may want to focus on if seeking successful investment opportunities; especially the technology/hardware category because we are in gadget/technology driven culture.

The highest goal amount for a failed campaign was in the amount of $1,000,000, in the film & video/animation category for an animated film created by its fans and content provided by its followers. This campaign had $0 in pledges, no backers, and was not a staff pick.

3. Of all the Kickstarter campaigns, approximately 34% were in the theater category. Of that category alone, 60% were successful and 35% failed, 2% canceled, and 1% of the campaigns were live at the time the data was complied. The most successful subcategories were comprised of plays, spaces (retail spaces), and musicals.

*2. What are some limitations of this dataset?*

The data set does not provide enough information to properly analyze why the campaigns were not successful and what metrics were used to determine a campaign’s success. Was success only determined by whether the campaign met its funding goal? If this data was submitted to investors to help determine where they should put their investment dollars, success should include whether the outcome of the project was successful. Did it generate money? How was it ultimately perceived by its target market and backers? Depending on the information being sought from this data, there is no information regarding backers. What defines a backer? Are the founders allowed to back their own campaigns? Also, of the monies pledged, what amount was officially donated? The data also does not tell you why a campaign was canceled. Was it canceled because it did not generate enough backers and pledges?

*3. What are some other possible tables and/or graphs that we could create?*

A table to show the success rate of campaigns that were staff picks vs the failure rate of staff picks to determine if the staff can be influencers for the backers and have a positive effect on the amount of pledges.

Also, a table which compares the amount of Kickstarter campaigns in the US vs other countries and if location has any affect on the amount of backers and pledges, or if there are certain category and sub-category trends based on location.